



For and About K mart Corporation Employees



Our reward for treating
K mart customers with
kindness, courtesy and
efficiency is knowing they
will choose K mart for
their shopping needs.



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News in brief

K mart attained a record \$18.6 billion in sales for fiscal 1983, Board Chairman Bernard Fauber announced on February 2nd.

Consolidated sales for the four weeks ended January 25, 1984 were \$1,062,301,000, up 5.8% from the \$1,004,423,000 posted for January 1983. Comparable store sales—those from K mart stores open at least one year—rose by 4.1% in January 1984 over the previous January.

Sales for fiscal 1983, which ended January 25, 1984, were approximately \$18,598,330,000 or 10.9% above the \$16,772,166,000 attained in fiscal 1982.

"The excellent sell-through of seasonal merchandise was one of the best in our history," Fauber says. "Strong sales in December left only minimal supplies of seasonal goods for January clearances."

"We are pleased that we achieved our targeted sales gain of 10% for the fourth quarter," Fauber added. "We expect sales to increase at about the same rate in the first quarter of 1984."

January sales included results from 2,162 K mart discount department stores this year, compared with 2,117 K mart stores last year. Among other contributors to sales are Designer Depot, Kresge and Jupiter stores and Furr's Cafeterias, Inc.

K mart sales for the first four weeks of fiscal 1984 rose 11.2% from the level of February 1983, Chairman Bernard Fauber announced on March 1st.

Consolidated sales for the four weeks ended February 22, 1984 were \$1,103,322,000 compared with \$991,986,000 for the previous February. Comparable store sales—those from K mart stores open at least one year—increased 9.2% in February 1984 over the same period in 1983.

"February results marked a return

to the double-digit increases we reported for most months last year," Fauber says.

"Most stores reported women's apparel increases at twice the store average, indicating that consumers are enthusiastic about our new spring fashions," he added. "Two weeks of favorable weather also assisted in most parts of the country."

Fauber said the company continues to receive gratifying results from stores that have been converted to new departmental layouts and merchandise.

Included in February sales were results from 2,158 K mart discount department stores in 1984, compared with 2,118 K mart stores in 1983. Also contributing to sales are Designer Depot, Kresge and Jupiter stores, Furr's Cafeterias, Inc., and Bishop Buffets, Inc.

K mart resumed the savings program available through its stores located at 560 N. State Road 7 in Margate, 435 S. Highway 17-92 in Fern Park and 9500 9th Street N. in St. Petersburg, Florida. Executive Vice President of Finance Robert Brewer announced on February 21.

The program, which began January 16, was briefly interrupted on January 31 by a temporary restraining order by the Leon County Florida Circuit Court. The temporary restraining order was lifted by the courts on Friday, February 17. Certificates of deposit and money market funds can continue being offered through the three K mart stores in Florida beginning on February 20.

These savings deposits include a Money Market Plus Account paying an annual interest rate of 10% for deposits between \$2,500 and \$25,000, 10.25% per annum for amounts over \$25,000, and 10.50% for amounts over \$50,000, along with a One-Year Bonus Account paying interest at the rate of 13% per annum for the first month and 10% per annum for the remaining 11 months. For certificate accounts a substantial interest penalty is required for early withdrawal.

"All accounts are insured up to \$100,000 by the Federal Savings and Loan Insurance Corporation (FSLIC)," Brewer says. "We are pleased that our Florida customers can once again take advantage of these attractive interest rates."

K mart Insurance Centers in Florida and Texas will continue normal operation. The centers offer a range of insurance coverage.

K mart announced on February 13 that it has entered into a license agreement with Three D Departments, Inc., whereby Three D will lease space to operate bed and bath departments in select Designer Depot off-price bed and bath merchandise normally found in department and specialty stores. The addition of this new department will broaden the selection of merchandise available in Designer Depot stores.

"We feel that Three D Departments are experts in their fields," Executive Vice President of Merchandising and Subsidiaries Norman Milley says. "The nationally known bed and bath products in Designer Depot stores are another example of our company offering the highest-quality merchandise to customers at the best price available."

Three D Departments, Inc., headquartered in Hartford, Conn., is one of the nation's largest retailers of bed and bath products, with 1983 sales of approximately \$51 million. Currently, Three D operates 28 Three D Bed & Bath specialty stores on both the east and west coasts, and over 50 leased departments nationwide.

K mart and the Hechinger Company of Washington, D.C., will develop do-it-yourself home center warehouse stores, principals of the two firms announced on February 23, in a press conference.

Board Chairman Bernard Fauber and Hechinger President John Hechinger said the companies completed an agreement to undertake a joint venture operation. Each firm will provide equal investments and share equally in the results of the new operation. The amount of the initial investment was not disclosed.

The new venture, The Home Team, will provide goods at discount prices for the rapidly expanding do-it-yourself market. Located in sites of some 80,000 square feet in major metropolitan areas, the stores will feature comprehensive selections of building materials, hardware, tools, paint, plumbing, electrical and garden products.

Immediate plans for the joint project are to open three stores by summer, all in metropolitan Chicago. More stores will follow.

Chief executive of the new venture will be Stephen Bachand, currently senior vice president of Hechinger. A graduate of the University of Virginia Graduate School of Business, Bachand joined Hechinger in 1963.

Headquartered in Washington, D.C., the new venture will be distinct from the current operations of both firms. Hechinger, which currently operates 41 home center stores in the eastern U.S., will continue to expand that portion of its business.

"Hechinger is recognized by many as the most complete merchandising operation for consumers' do-it-yourself needs in the U.S. today," Fauber said. "We at K mart believe Hechinger to be the best partner we could have in this exciting new venture."

Hechinger says, "K mart contributes its experience in store management, merchandising capabilities and real estate expertise. K mart will be a valuable partner in the challenging do-it-yourself retail environment."

Fauber said that some of the new home center stores will be located in former K mart facilities, but that sites for the new venture would not be limited to such buildings.

K mart and Hechinger will be equally represented on the board of directors of the new venture.

Hechinger Company specializes in the sale of home improvement products to consumers through stores in Washington, D.C., Maryland, Virginia, Pennsylvania and North Carolina. Hechinger sales in 1982 were \$241.3 million, with earnings of \$11.7 million. Hechinger stock is traded over the counter.

Dennis Vista of the Design Division has just completed his testing and qualifications for registration as a Professional Engineer in the State of Michigan.

Dennis was born in the Philippines and immigrated to the U.S. in 1964 and became a U.S. citizen in 1978. He graduated from MAPUA Institute of Technology in 1964 where he received his B.S.M.E. degree.

Suggestion System Winners
Starting with our next issue, each month we will run a list of Suggestion System winners and what kind of ideas they came up with to win an award. All ideas are considered, so don't hesitate to enter. Pick up a suggestion form from the suggestion box in the stores and start jotting down your ideas. Send them to Barbara Ritchey, suggestion systems, KIH. Remember, it pays to think.

Notice to all employees

Please do not call or write building personnel at headquarters for Disneyland tickets. K mart Corporation has stopped issuing them.

Keeping the customer happy is what our jobs are all about

When fighting the competition war in the merchandising business, one of the best weapons to use is customer care. Customer recognition week is April 2-7. It is part of a continuing program initiated in 1983 as an effort to recognize the customer as a very important part of the business.

Board Chairman Bernard Fauber notes that the company has made remarkable strides in the customer care project during 1983 and is hopeful that during the 1984 campaign, K mart's friendly attitude will be the talk of the retail world. "Treat the customers as you would treat a guest in your home," Fauber says.

"Remember, salaries are paid by our customers," says Bob Marshall from corporate training, the department that put together the customer care program and assisted in implementing it full force in 1983. "The customer deserves our attention and they deserve our care. We still have a way to go before we reach that level of customer care that we feel is satisfactory. There are still new people in the stores that need to be taught the vital importance of customer care to customer goodwill."

Just what is a satisfactory level of customer care for K mart? Phil Kiraly, director of corporate training says, "When K mart provides the customer with the friendliest and best overall service of any mass merchandiser, we will consider that we have achieved our goal."

Customer service is priority for all types of businesses

The Royal Bank of Canada did a study on keeping the customers happy and their results can apply to any institution engaged in a service. The general consensus of customers polled showed that top-notch customer service is a priority to them. They like to encounter cheerful, helpful and prompt employees. They expect the employees to be knowledgeable enough to be able to advise the customers and to show the customer that they care.

An officer at the bank reported "Eye contact, a smile, a greeting (by name if you know it) and make sure customers understand what you are saying and that you understand what they want. Whether you're dealing with people in person or over the phone, treat them the way you would want to be treated yourself."

The customer service representative added, "I try to put myself in the customer's place. Show you enjoy having them and make them feel as comfortable as possible. Show them they are more than a number; that you really care."

"Treat each person as an individual. Know your customer, find out little things about them and discuss things they enjoy."

K mart's corporate training department has put together a set of 10 commandments for better customer relations. They are as follows:

1. SPEAK TO CUSTOMERS. A cheerful word of greeting is always welcome.

2. SMILE AT CUSTOMERS. Why

use 72 muscles when it only takes 14 to smile.

3. CALL CUSTOMERS BY NAME.

The sweetest music to many ears is the sound of ones own name.

4. BE FRIENDLY AND HELPFUL. If you want friends—be friendly.

5. BE CORDIAL TO CUSTOMERS.

Speak and act as though everything you do—you enjoy doing.

6. SHOW GENUINE INTEREST IN CUSTOMERS.

7. BE GENEROUS WITH PRAISE.

BUT CAUTIOUS WITH CRITICISM.

8. BE CONSIDERATE OF CUSTOMER'S FEELINGS. There are three sides to a controversy: yours, the other side, and the right one.

9. RESPECT THE CUSTOMER'S OPINION.

10. BE ALERT FOR OCCASIONS TO GIVE CUSTOMER SERVICE. What counts most in life is what we do for others.

In a video tape entitled "Remember Me", which K mart district managers will be showing to their stores, these points are substantiated in a way that we can all relate to. The tape stands on

the premise that we all expect good service wherever we go.

"Remember Me" shows an average consumer in various routine daily situations and depicts what type of customer service he receives in a bank, supermarket, clothing store, airport, and gas station.

The main character is shown in situations that are representative of many that we as consumers have probably been through.

He encounters problems such as salespeople who are having a bad day and take it out on the customer; salespeople who don't recognize him, even though he has been frequenting the establishment for years and he searches in vain for a salesperson to answer questions he has about some merchandise.

"Remember Me" makes the point that many times customers receive poor service and walk away saying nothing about it. Although they don't come back they make sure to tell their friends about the poor service they received! Regardless of how small an encounter may seem, each one makes an im-



Vera Payne, left, and Charlene Hanford were chosen as 1983's Friendliest Employees of the Year at K mart 9548.

Need some tips on good customer service? Try these.

1. When meeting a customer, start off with eye contact, a smile, and a friendly greeting.
2. Listen carefully to the customer's request and ask questions until you know exactly what the problem is. Respond in a clear manner.
3. Treat each person as an individual so they won't feel like a number.
4. Show customers that you appreciate their business and that they are important.
5. Develop a good understanding of your responsibility so you can help your customers.
6. Handle irate customers with extra consideration and politeness. If you feel you're not making progress, pass them on to a more senior person.
7. Listen carefully to complaints. Let them get it off their chest. The average outburst lasts about two minutes. It's important to keep a level tone of voice when addressing the customer after he or she cools down a bit. Keep cool and diplomatically explain the situation. It's difficult to avoid getting angry under these circumstances, but it's essential to remain calm. Try to remember that the customer acts differently when not angry.
8. Be empathetic. Put yourself in the customer's place. Don't, however, waste time apologizing and making excuses. Most customers want understanding and action—not lame explanations of what happened.
9. Explain what you can do to help. If you need to refer the problem to someone else, introduce the customer to this person and explain the situation.
10. Follow through. If you referred the customer to someone else, check to see that appropriate action was taken. Don't let a customer fall through the cracks in communication.



One of K mart's 10 commandments for better customer relations says to be alert for a chance to give customer service, because what counts most in life is what we do for others.

pression and helps the consumer form their opinion of that particular business establishment.

Kiraly says that employee recognition awards are given each month to one full time and one part time employee who are chosen as "Employees of the Month." The company feels that employees who make that extra effort to give

"The service desk can be real hectic sometimes, but I just try to take one thing at a time. I find out what the customer wants and deal with it slow and easy, one thing at a time." Vera Paynter.

customers friendly and helpful service deserve a pat on the back. Therefore, time off with pay is given as the company's way of saying thanks for helping to make K mart the friendliest store in town.

The following K mart employees have been chosen as employee of the month during last years cam-

paign and had this to say about how they treat their customers:

Terri McMeeken, K mart 4170, Rapid City, South Dakota: "If the customers are looking for a certain item, I try to help them find it. If they can't find exactly what they want, then I try to suggest a possible substitute, something that is similar to what they are looking for. If I can't please them that way, then I take their name and phone number and tell them that we will give them a call when the next shipment of merchandise comes in."

Darlene Blankenship, K mart 7135, Medina, Ohio: "I work in the toy department so I try to keep it as clean and neat as possible. If someone is looking for a certain thing, I'll help them look. A lot of the same people come in to shop and I know their faces and say hi."

Vera Paynter, K mart 9548, Henderson, North Carolina, was voted friendliest full-time employee of 1983 at her store: "I try to be friendly and to help out and find what the people want. I'll help them get things so they don't have to go hunting around the store. I feel good about my job and working for K mart. It's nice working here. I feel like

this is a family to me." Although hosiery is her department, Vera many times works the service desk. "The service desk can be real hectic sometimes, but I just try to take one thing at a time. I find out what the customer wants and deal with it slow and easy, one thing at a time. I try to help them out."

Charlene Hanford, K mart 9548, Henderson, North Carolina, was chosen as the friendliest part time employee of 1983 at her store. "To keep the customers happy, I smile a lot. I treat them just like I would like to be treated as a customer. You get to know a lot of your regular customers and when you see them say hi, how are you. I make sure I acknowledge them."

Customer recognition week is April 2-7

Author's success is romance writing

K mart 9240, Forest City, North Carolina personnel and training manager Martha Hooper is the mother of author Kay Hooper. Marsha has been with K mart for nine years.

Kay Hooper wrote and sold her first romance novel in 1980 at the age of 23.

She earned \$2,500. The following year, she made \$4,000 from writing. In 1982, her earnings climbed to \$19,000. This year, she has made over \$30,000 with 10 paperback novels published and six more under contract to Bantam and Jove Books. She also writes under the name Kay Robbins and has acquired a New York agent.

She has switched from an electric typewriter to a word processor and completes a novel in three to six weeks.

Last June, her book "On Wings of Magic" was the number one nationwide on Waldenbooks' romance bestseller list.

Ms. Hooper has been a part-time student at Isothermal Community College and worked at a local gold store. Now she is a full-time writer. Last month she conducted a seminar at the Georgia Romantic Writers Conference in Atlanta. She critiqued manuscripts and gave advice to published and unpublished writers.

"It's fun," Ms. Hooper says of her self-made business. "The times I want to scream are very rare. Usually, I giggle when I'm writing. I'm a romantic, an idealist."

Although Ms. Hooper makes success in the romance novel industry look easy, relatively few writers score as quickly as she has. They may be lucky enough to get one or two books published, but the demands of maintaining a prolific output takes its toll.

"You've got to build slowly," Ms. Hooper says. "Some people publish one book and disappear."

At the "Magnolia and Moonlight" conference in Atlanta, Ms. Hooper discussed writing techniques within the rules of romantic fiction. These rules include the introduction of certain characters at certain times and the establishment of sympathetic relationships.

Overall, romance rules are less strict than when Ms. Hooper began writing.

"I know a husband of one of my readers who takes my books along when he goes deer hunting. Then he goes out, props up the gun and reads the story."

To a large extent, she makes her own rules now that she has an established name in the field.

"I don't have to think about technique," says Ms. Hooper. "I get the ball rolling and it's pretty spontaneous. If the characters are good, they write the story."

Melinda P. Helfer of Lewisville, Texas, a reviewer for the national publication Romantic Times, says of Ms. Hooper's work, "As far as I'm concerned, she ranks up there with Jane Casil, the best in the business."

In the Kay Hooper/Kay Robbins canon, readers are enticed to laugh at situations one moment and cry another. This ability sets Ms. Hooper apart from her peers in the romance field.

"She's capable of writing with the best of them," says Ms. Helfer.

Romances are big business. The category accounts for 60 percent of all paperback book sales worldwide.

Readership is not confined to women.

"I know a husband of one of my readers who takes my books along when he goes deer hunting," says Ms. Hooper. "Then he goes out, props up the gun and reads the story. He's ashamed to do that at home."

As each new book rolls out of Ms. Hooper's word processor, relatives scan the pages trying to find which characters are based on them.

They search in vain.

"I don't use anybody like that," she says.

Ideas churn; characters follow naturally.

For example, she is working on a story that begins with a newspaper advertisement: young woman wants man, over 6 foot 2, preferably married but that is not a requirement. A man applies out of curiosity. Turns out the woman, who has gotten all sorts of weird reactions to her ad, just wants someone to look after a big dog she has in her apartment. The contact has taken place.

"That's how I start one," says Ms. Hooper. "The hard part is getting them together."

Ms. Hooper is proud of her work's appeal.

"The general idea of the press outside the romance industry is very belittling," she says. "And that's always irritating to me because nobody criticizes western novels or the science fiction community. Most ladies I've met who read my stories are bright and intelligent. There are a lot of college graduates, computer programmers."

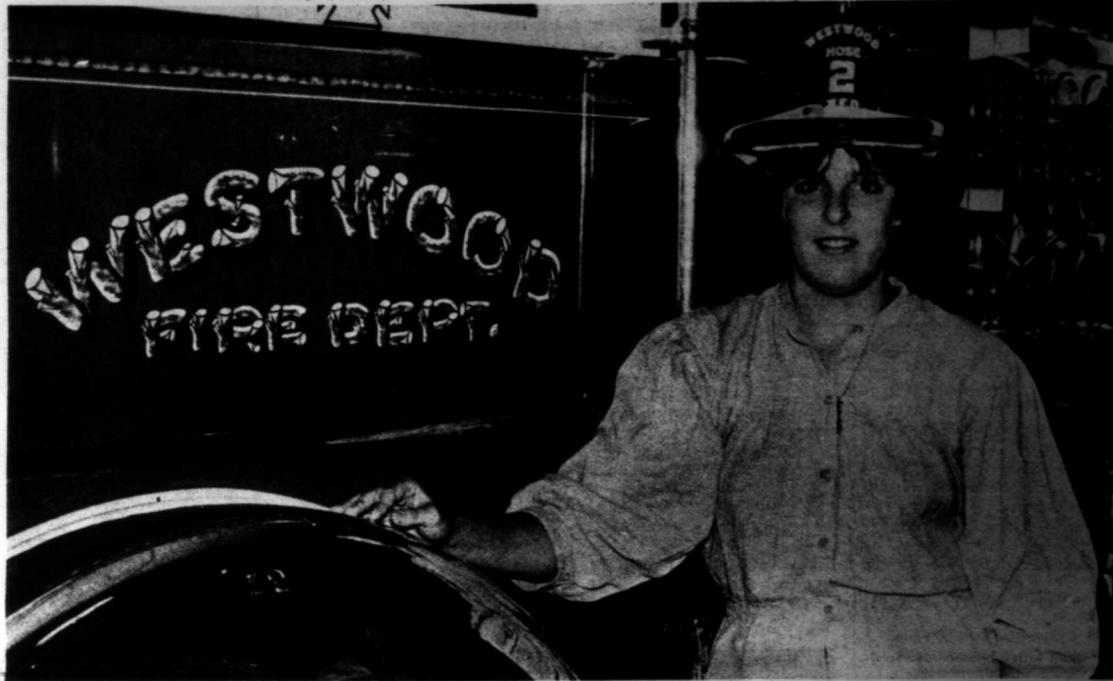
The appeal of romance novels is fantasy, Ms. Hooper feels. "You don't have to be a realist in telling a love story," she says.

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"I don't have to think about technique. I get the ball rolling and it's pretty spontaneous," says Hooper. "If the characters are good, they write the story."



"I always said someday I'm going to be one (a firefighter) and one day it finally clicked."



Although Jill Scheideler was the only woman in her firefighting class, she said that everyone accepted her and helped her out whenever she needed a hand.

Westwood gets female firefighter

Jill Scheideler works on the service desk at K mart 3202, Westwood, New Jersey.

The borough fire department has always been a familiar sight to Jill Scheideler, the first female firefighter in Pascack Valley. Scheideler said she and her brothers grew up around the department because her father, and cousins were all members.

"I always said someday I'm going to be one and one day it finally clicked," she said. That day happened early this year in January when Scheideler filled out an application for the department. She said she made her decision then because she had to wait until she was 18 years old. The borough does not have a junior fire department.

The application process consisted of an endorsed written form, a physical examination and an interview. She said she received endorsement from other members of the department rather than from

her father. Following the approval of the department she was voted in and started a six-month probationary period while going to the Bergen County Fire Academy to train.

At the academy she was the only woman in her class but she said everybody learned to adapt and they all became friends. The skills she learned included first aid, knots, forced entries, salvage techniques and basic fire behavior.

Miss Scheideler explained that they had to fight two fires which were set up in a smoke house and to learn venting procedures. Venting is the process used for maintaining ventilation of a structure.

"We learned everything about fires, including every single part of a sprinkler," she said. One of the most important pieces of equipment she was taught to use was the Scott-pak, which is the air tank and mask set frequently used by firefighters.

"I got a lot of help from everyone here and there," she said. In the borough department she was especially thankful to Warren Thomas for showing her the truck and the Scott-pak.

The only difficulties she remembers were in strength, which she said she overcame through confidence. She recalled one incident

in school when she was holding a 16-foot brass nozzle alongside a five story building with two men. It was hard to hold on and they asked if she needed help, but the concentration and will power helped her make it, she said. "That experience helped me a lot with my confidence," she said.

Many people in and out of the department supported Scheideler in her efforts. She said her mother was "the 'A' number one" supporter for her. She described other family members having mixed feelings at first and then realizing that it was something she really wanted to do.

The only reason the family may have been hesitant was because her uncle was killed fighting a fire in the borough, she said.

Her friends also support her and even drive her to the fire station when she gets a call, since she does not have a car. She said most times she goes to the firehouse with her father.

The reaction at the department toward their first woman was mixed. Chief Donald Fournier said, "Scheideler is doing everything expected of a firefighter."

Firefighter Charlie Haffler said that at first he did not like the idea that she was a woman. He

said he hasn't had enough time to decide and see her in action yet. Scheideler will take her final evaluation test Oct. 15.

Besides being a firefighter, Scheideler is also a member of the department's Ladies Auxiliary. She said she joined this organization, which is for wives and daughters of firefighters, before she joined the department. She commented that now she often gets joked about whether her boyfriend would be allowed to join the auxiliary.

Contrasting to her life as a firefighter, Scheideler is employed as a licensed beautician. She is soon to begin working at Park Avenue Coiffures in Park Ridge.

She now works in the shoe department at K mart. "I hate being bored," she said. "I've always had to have something to do."

"I feel good about myself now," she said, "because I have reached my goal."

Reprinted with permission from The Local Review, Ridgewood, New Jersey.

"I spent 48 hours making the first house and so many people liked it and wanted to buy it for a Christmas gift that I ended up making 10 of them!"

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Sweet creations

Sugar and spice usually mix into something nice, especially when John Eichinger, K mart 3445, West St. Paul, Minnesota starts baking up a storm. Since the age of eight, Eichinger has been baking and decorating cakes for his family. He made a three tier cake for his parents' 50th anniversary when he was 10 and now bakes and decorates cakes for weddings, birthdays, anniversaries and showers.

"One of my aunts got me interested in cake decorating, but I've never had any special training," Eichinger says.

This past Christmas he made 10 gingerbread houses. "Baking a gingerbread house is something that I've always wanted to do. I spent 48 hours making the first house and so many people liked it and wanted to buy it for a Christmas gift that I ended up making 10 of them!"

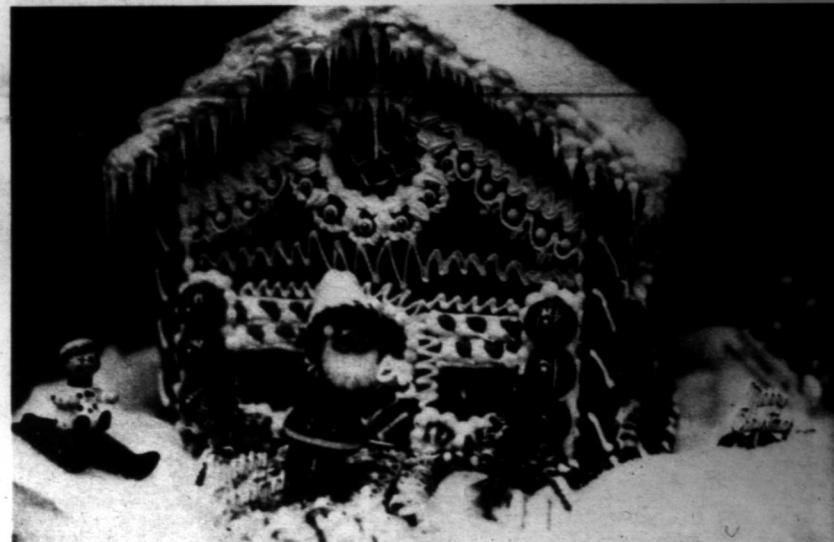
Although his gingerbread houses are fully edible, Eichinger sprays them with a preservative so that they can be saved and enjoyed for years to come. The house itself is gingerbread and candy, royal icing drifts over the gingersnap roof and dripples as icicles from the eves. Light shines through the waxed paper windows and sugar cubes form the chimney and cobblestone walk.

Although it still is the dead of winter in Minnesota, people are now thinking of weddings and 12 couples have already placed their orders with Eichinger. Last November he made what he feels is his grandest attempt—a wedding cake for 500.

"I wish you could have seen it. It was fabulous. The cake was 48 inches tall in the center and one foot off the ground with a fountain in it. The tiers were 16 inches, 14 inches, 10 inches and 8 inches. There were stairs on each side of the cake with the wedding party descending. The batter was white and it took a total of eight hours to make. You don't stop when you are doing a cake like this. You keep going from start to finish."

Word of mouth is Eichinger's best form of advertising and his orders for gingerbread houses for next Christmas will no doubt keep him busy throughout the year.

One would think that being



Gingerbread house made by John Eichinger looks good enough to eat, but he sprays his houses with a preservative that deters any would-be cookie monsters from destroying his creations.

around all of those sweets that Eichinger would tend to put on weight easily. "The funny thing is that I never get to try anything I make. And if you look at me you'll

know that's true. For Christmas I must have baked 100 dozen cookies and I don't think I had any! And you really do get sick of it after a while. Everything begins

to taste the same. But I love to do this. It's great fun."

Eichinger also makes Christmas sugar tree ornaments and Easter eggs that contain miniature scenes

"I'm going to start running around the block with a couple of my mom's friends."

Modesto girl carries the Olympic torch

(William R. Haught is the grandfather of Nancy Ann Coffey. Haught retired from K mart 4116, Modesto, California in April, 1981, after serving the company for 45 years.)

Eleven-year-old Nancy Ann Coffey of Modesto is a champion runner for her age group, but next summer she'll be the envy of even adults.

The sixth-grader at Sherwood Elementary School learned this week she'll get to carry the Olympic Torch for one kilometer (about five-eighths of a mile) as it passes through the Valley in July on its way to Los Angeles for the Olympic Games.

Coffey will be one of more than 10,000 runners who will forward the torch from neighborhood to neighborhood, all the way from New York City to Los Angeles.

She also will be the lucky re-

ipient of an official Olympic uniform, a life-size replica of the Olympic torch and other momentos of the run.

But the honor is not free.

Although AT&T will pay for the actual costs of the run, the Olympic committee is charging each participant \$3,000. Shares of the \$30 million total raised by torch carriers nationwide will go to each carrier's local Boys Club, Girls Club or YMCA.

The \$3,000 would be pretty steep for an 11-year-old. But Coffey isn't footing the bill. K mart Corporation is.

Her mother, Jane Coffey, said the family sent a letter to the K mart Corporation headquarters asking for sponsorship. A week later, the phone rang, and a store official gave the Coffeys the good news in time for Christmas.

Nancy was at school at the time; her mother sent a balloon bouquet to surprise her.

Lots of details are still unsettled. Coffey doesn't know where in this region she'll carry the torch, for example. But she's got six months

to find out.

Her first priority, she said, is to prepare for the thrill if weighty responsibility. Not only is the torch a symbol of the Games' eternal spirit, it also is heavy.

According to a magazine story she read, it weighs about three pounds.

So as soon as the rain stops and the puddles disappear, Coffey said she'll be outside getting in her roadwork.

"I'm going to start running around the block with a couple of my mom's friends," she said.

It's not a coincidence Coffey will be carrying the torch, or that K mart became involved. She was the only girl at Sherwood who won the president's physical fitness award last year for achievement in activities such as running, sit-ups and pull-ups. (Four boys won). K mart was approached, she said, because her grandfather has worked for the chain for many years.

A \$3,000 check from K mart will be presented to Coffey next week at the Modesto store by manager

Dan Long, who said he believes Coffey is the only runner K mart is sponsoring.

"I'm proud of the fact our company did it," Long said. "And I'm proud of her, too."

The torch relay will begin in New York City next May 8 and will conclude during opening ceremonies at the Games on July 28.

Nancy doesn't expect to see the Olympics in person, but at least she'll have her moment of contact. Some day, she said, she might earn the chance to compete. Until then, she'll be out pursuing her favorite pastime.

"I'll be jogging a lot," she said.

Reprinted with permission from The Modesto Bee, Modesto, California.

Nancy Ann Coffey starts limbering up for her one-kilometer torch carry in July.



"I've thought about doing my own (cookbook), but I never felt as though I could get through it. But I made it through this one!"

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**Pinch of this, a
dab of that
pulls together
employee
cookbook**

Hazel Epp, receiving clerk at K mart 4120, Lincoln, Nebraska has another cookbook to add to her collection of 140. This one is a special edition filled with recipes from 85 employees and to top it off, Epp is the editor.

Epp, who makes a hobby of collecting cookbooks, told herself this past summer that if so many people could publish cookbooks, why couldn't the employees at her store. So she consulted with her store manager who said that he thought it was a great idea.

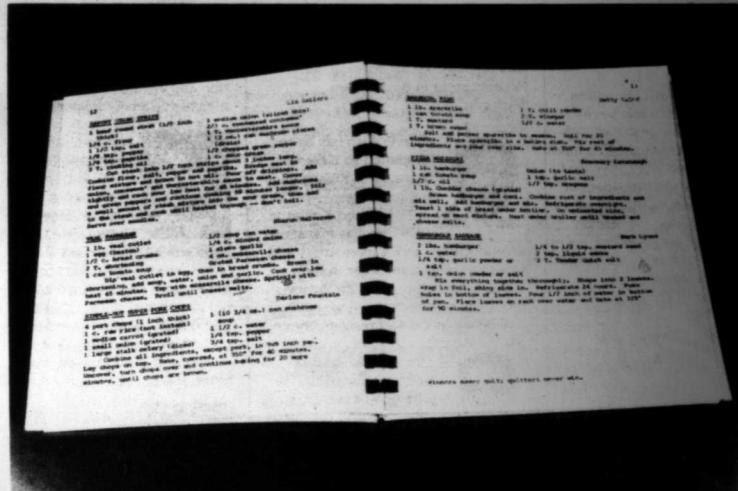
"The K mart Employees Cook-book" took Epp only a few months to compile. "I went to a publisher, General Publishing and Editing who deals only in cookbooks for churches and other organizations at a cost they can afford to pay. They gave me a list of rules to follow and forms to fill out. When an employee would give me a recipe, I would copy it onto the form. I even took it along with me on my vacation. I packed it up in a briefcase and sat in the motel room in the evenings and worked on it."

And can she vouch for the tastiness of each dish? "I think I can," Epp says. "These are all recipes that are supposed to be favorites of the employees. I have about five or six recipes of my own in the book. They are for cakes, cookies and breads. I enjoy cooking those things best."

A quick and easy banana bread that is a favorite of Epps is included in the book. Preheat the oven to 350°. Mix together $\frac{1}{2}$ cup shortening, $\frac{3}{4}$ cup sugar, 2 beaten eggs, 2 cups flour, 2 tsps baking soda, 1 tsp. salt, $\frac{1}{2}$ cup chopped nuts, 2 mashed bananas. Pour into greased loaf pan. Bake for 1 hour.

There were 200 books printed and Epp says that there are between 30 and 40 left. Cost to print the books was \$2.65 per book. It went on sale in November for \$3 per book and Epp says that many were purchased as Christmas gifts.

So far, employees have caught only one mistake in the book. "It was in a microwave cookie. The



There's something that's bound to please everyone in this cookbook. Whet your appetite with a few of these recipes.

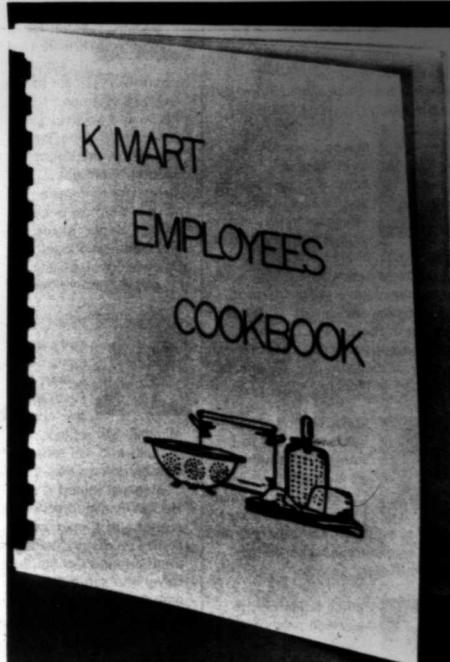


Hazel Epp, editor of the K mart 4120 Employees Cookbook, left. Other employees and contributing cooks, from left to right, are Florence Miller, RoseMary Kavanough and Barb Lyons.

woman left out the sugar," Epp explains.

This is the first time that Epp has ever ventured into a project like this, but she has dreamed of publishing her own cookbook many times. "I've thought about doing my own, but I never felt as though I could get through it. But I made it through this one!"

Although she has no immediate plans to compile another book filled with recipes, Epp says that she would enjoy doing another sometime.



Executive Promotions



Larry M. Parkin has been appointed to Chairman and Chief Officer of K mart Apparel Corporation.

Parkin has been senior vice president of K mart Corporation and vice chairman of K mart Apparel Corporation since May 1983. Previously, he was vice president of the Western Region. Earlier Western Region posts included assistant regional manager, merchandise manager, personnel manager and district manager. Parkin also managed several K mart and Kresge stores in the West and Midwest.



Gerald E. Issler has been appointed to Director of Export at KIH. Issler will replace John S. Benner who retired from K mart on March 1.

Issler joined K mart in 1953. He has managed several Kresge and K mart stores. Issler has also served as district manager in the Southern Region, buyer and senior buyer at KIH. In January 1980 he was promoted to vice president, personnel and employee relations, Meldisco Shoe Company and in February of 1981 he was promoted to vice president, Meldisco/K mart Relations at Meldisco Shoe Company. Issler was promoted to his present position of consulting general manager, Canmart Shoe Division, K mart Canada Limited in April 1982.



Mason L. Ludlow has been appointed to Director of Store Planning and Design. Ludlow will share in the responsibilities of this department with D. R. Finch.

Ludlow joined K mart in 1965. He has managed several Kresge and K mart stores and served as district manager in the Central Region. Ludlow was promoted to his present position of assistant director of sales promotion in January 1983.



Ronald B. Jones has been promoted to Director of Store Development.

Jones joined K mart in 1960. He has managed several Kresge and K mart stores and served as district manager in the Western Region.



Patrick F. Padden, Jr. has been promoted to Director of New Business Development.

He joined K mart in 1956. Padden has managed several Kresge and K mart stores, served as district manager in

the Eastern Region, regional merchandise manager of the Eastern Region and buyer at KIH. In 1983 he was promoted to general manager of Kresge and Jupiter stores at KIH and was responsible for opening our first Accents store in Birmingham, Michigan.

John D. Fish has been promoted to General Manager of Kresge and Jupiter Stores.

Fish joined K mart in 1959. He has managed several Kresge and K mart stores and served as district manager in the Midwestern Region. In 1981 he was promoted to director of store merchandising in the Midwestern Region.

James A. Sellers has been promoted to Distribution Center Merchandise Coordinator at KIH.

Sellers joined K mart in 1959. He has managed several Kresge and K mart stores and has served as a special merchandise assistant in the Southern Region.

Sellers was promoted to district manager in the Southern Region in 1976.

James R. Robertson has been promoted to Associate Managing Director, Far East, Director K mart Taiwan.

Robertson joined K mart in 1942. He has managed several Kresge and K mart stores. He has served as district manager in the Central Region, regional merchandise manager in the Central Region, co-director of employee relations at KIH, director of employee relations, director of employee relations and training, senior buyer, consulting general manager, K mart Division, G. J. Coles & Coy, Ltd., and divisional merchandise manager for Division III.

Paul L. Marshall has been promoted to Managing Director, Kresge-K mart Limited, Far East Operations, effective April 1, 1984.

Marshall will replace Herbert M. Linnum who will retire from K mart Corporation on May 1, 1984.

Marshall joined K mart in 1955. He has managed several Kresge, Jupiter and K mart stores and has served as district manager in the Southern and Central Regions, and buyer and senior buyer as well as associate managing director, Far East, director K mart Taiwan.

Donald E. Metz has been promoted to Senior Buyer of Infants' and Toddlers' Apparel.

Metz joined K mart

in 1960. He has managed several Kresge, Jupiter and K mart stores and served as district manager in both Central and Midwest regions. Since 1972 he has been promoted to buyer; advertising coordinator; sales promotion and advertising manager; and merchandise coordinator of softlines.

Robert C. Bove has been promoted to Buyer in Department 11 Kitchenware.

Bove joined K mart in 1961. He has managed several Kresge and K mart stores; served as district manager in the Eastern Region, regional personnel manager in the Eastern Region and director of store merchandising in the Eastern Region. Bove was promoted to director of store operations in the Eastern Region in January 1983.

Thomas F. Kiernan has been promoted to Buyer in Department 17 Hair Goods, 38 Health & Beauty Aids and 68 Over Counter Drugs.

Kiernan joined K mart in 1955. He has managed several Kresge and K mart stores and served as district manager in the Eastern Region. He was promoted to director of store merchandising in the Eastern Region in 1979.

John D. Spinosi has been promoted to Buyer in Department 4 Toys & Games and 64 Hobbies & Crafts.

He joined K mart in 1956, has managed several Kresge and K mart stores and served as district manager in the Southern and Central Regions. In 1982 Spinosi was promoted to co-buyer.

Leo C. Camara has been promoted to Buyer in Department 17 Hair Goods, 38 Health & Beauty Aids and 68 Over Counter Drugs.

In 1961 he joined K mart. Camara has managed several Kresge and K mart stores and served as district manager in the Eastern Region. He was promoted to co-buyer in 1982.

Craig L. Ortale has been promoted to Buyer in Department 2 Candy, 44 Pet Supplies, 57 Cigarettes and 59 Tobacco Accessories.

Ortale joined K mart in 1958. He has managed several Kresge and K mart stores and has served as district manager in the Central Region. In 1982 he was promoted to co-manager of decentralized merchandise systems at KIH and then to co-buyer in 1982.



James B. Kelley has been promoted to Buyer in Department 43 Horticulture & Decorative Flowers.

Kelley joined K mart in 1966. He has managed several Kresge, Jupiter and K mart stores and has also served as district manager in the Central Region. Kelley was promoted to co-buyer at KIH in 1983.



Henry J. Coerver has been promoted to Buyer in Department 43 Horticulture and Decorative Flowers.

He joined K mart in 1956. Coerver has managed several Kresge, Jupiter and K mart stores and has also served as district manager in the Western Region. He was promoted to co-buyer at KIH in 1982.



Robert E. Barnard has been promoted to Buyer of Men's & Boys' Apparel.

Barnard joined K mart in 1960. Barnard has managed several K mart and Kresge stores and served as a district manager of the Eastern Region. He was promoted to his most current position of co-buyer at KIH in February of 1982.



Robert G. Schmidt has been promoted to Buyer of Men's & Boys' Apparel.

Schmidt joined K mart in 1959. He has managed several K mart, Kresge and Jupiter stores and served as a district manager of the Midwest Region. Schmidt was promoted to his current position of co-buyer in February of 1982.



Elmer A. Vaal has been promoted to Buyer of Men's & Boys' Apparel.

Vaal joined K mart in 1967. He has managed K mart and Kresge stores and served as a district manager in the Central Region. Vaal was promoted to his present position of co-buyer at KIH in February of 1982.



Paul A. Rubin has been promoted to Buyer of Men's & Boys' Apparel.

Rubin joined K mart in 1968. He has managed several Kresge and K mart stores and served as a district manager in the Southern Region. Rubin was promoted to his most recent position of co-buyer at KIH in February of 1982.

Reginald M. Mears has been promoted to Buyer in Department 21 Furniture and 42 Pictures & Frames.

Mears joined K mart in 1962. He has managed several Kresge and K mart stores and served as district manager in the Central Region. Mears was promoted to director of store merchandising in the Central Region in June 1980.

David A. Wegscheid has been promoted to Buyer in Department 26 Jewelry.

Wegscheid joined K mart in 1959. He has managed several Kresge and K mart stores and served as district manager in the Midwestern Region. He was promoted to sales promotion and merchandise manager Kresge and Jupiter stores at KIH, general sales manager and merchandise manager Kresge and Jupiter stores, and to buyer in January 1983.

Oakley S. Lutes has been promoted to Buyer in Department 12 Dry Goods.

Lutes joined K mart in 1961. He has managed several Kresge and K mart stores and served as general manager of KIH and district manager in the Central Region, regional personnel manager in the Central Region, and buyer at KIH. Lutes was promoted to consulting general director of merchandising Astra Stores, Mexico in March of 1982.

Randall C. Sweitzer has been promoted to Buyer of Infants and Toddlers Apparel.

Sweitzer joined K mart in 1964. He has since managed Kresge, Jupiter and K mart stores as well as serving as a district manager and regional personnel manager of the Central Region. In 1983 Sweitzer was promoted to director of store operations in the Central Region.

Lloyd A. Wickett has been promoted to Regional Director of Store Development in the Eastern Region.

Wickett joined K mart in 1966. He has managed several Kresge and K mart stores, and served as district manager in the Eastern Region.

Daniel E. Lafferty has been promoted to Regional Director of Store Development in the Central Region. Lafferty joined K

mart in 1966. He has managed several Kresge and K mart stores, and served as Kresge district manager in the Central Region and K mart district manager in the Central Region.

James B. Marshall has been promoted to Regional Director of Store Development in the Southern Region.

Marshall joined K mart in 1959. He has served as merchandise assistant in the Southern Regional Office, managed several Kresge and K mart stores and served as district manager in the Central and Southern Regions.

Garry D. Reese has been promoted to Regional Director of Store Development in the Midwestern Region.

He joined K mart in 1961. He has managed several Kresge and K mart stores and served as district manager in the Midwestern Region.

Timothy L. Fitzloff has been promoted to Regional Director of Store Development in the Western Region.

Fitzloff joined K mart in 1963. He has managed several Kresge, Jupiter stores and K mart stores and served as district manager in the Western Region.

Retirements

John R. Lynch, Jr., Regional Personnel Manager, Southern Region, retired from the company on February 1.

Lynch joined K mart in 1938. He has managed two Kresge stores was appointed to the Pittsburgh district office as assistant personnel manager, became regional personnel manager of the Pittsburgh office and in 1960, was appointed to his present position as personnel manager in the Southern Region.

Lynch has made an outstanding contribution to our organization and we wish him much health and happiness in his retirement years.

The following people retired from K mart February 1:

Vernon E. Bishop, Manager of K mart 4241 East Ridge, Tennessee. Bishop joined K mart in 1950. He has managed six Kresge stores and two K mart stores. In February of 1977 he was appointed to his present position.

Merle E. Cole, Manager of K mart 4272 Bismarck, North Dakota. Cole joined K mart in 1942, and has man-

aged eight Kresge stores. In August of 1971 Cole was appointed to manage K mart 4272.

Keith E. DeMerritt, Manager of K mart 3139 Essexville, Michigan. DeMerritt joined K mart in 1948. He has managed three Kresge stores, and several other K mart stores before being appointed to K mart 3139.

Fred A. Krause, Manager of K mart 3123 in Michigan City, Indiana. Krause joined K mart in 1949. He has managed several Kresge and K mart stores.

Olen H. Leonard, Manager of K mart 3088 Kenosha, Wisconsin. Leonard joined K mart in 1947. He has managed several Kresge and K mart stores.

These five people have made a fine contribution to our organization and we wish them much health and happiness in their retirement years.

Anniversaries

Jacqueline R. Jensen, KIH, Troy, MI, 35 Years
Robert N. Titcomb, K mart 4016, Greenville, SC, 35 Years

John C. Schweitzer, K mart 3226, Chillicothe, OH, 30 Years

Mark O. Chase, KIH, Troy, MI, 30 Years

Edith M. Henderson, K mart 3293, Kent, OH, 30 Years

Edward J. Marriott, Kresge 282, Pittston, PA, 30 Years

Betty J. Stabler, K mart 9118, Kewanee, IL, 30 Years

Nancy L. Gilmore, K mart 3226, Chillicothe, MO, 30 Years

Wilmer P. Cunningham, K mart 3067, Sand Springs, OK, 30 Years

Inez L. Swisher, K mart 4014, Kokomo, IN, 30 Years

Dorothy R. Rubich, K mart 3186, Maplewood, OH, 25 Years

Robert C. Swank, K mart 3005, Gary, IN, 25 Years

James L. Hart, FTW, Fort Wayne, IN, 25 Years

Anne M. Burn, K mart 3149, Broomall, PA, 25 Years

Margaret J. Earley, K mart 4268, Muncie, IN, 25 Years

Gale E. Baker, K mart 3425, Huntington, WV, 25 Years



Virginia R. Campbell
Kresge 123
Southfield, MI
30 Years



George E. Glidden
KIH
Troy, MI
30 Years



David A. Wegscheid
KIH
Troy, MI
25 Years



Lucy L. Moore
Kresge 123
Southfield, MI
25 Years



Shirley F. Field
K mart 4019
Champaign, IL
25 Years



Hazel G. Vold
K mart 4051
Eau Claire, WI
25 Years



James H. Brinton, Jr.
KIH
Troy, MI
35 Years



Charles R. Marshall
KIH
Troy, MI
35 Years

Customer Pleaser

Since the K liner has been citing customer pleasers each month, K mart 4419, East Rochester, Pennsylvania has tallied up six full-timers who fit the bill. They are: Dolly Roman, Marsha Dawson, Barbara Shrum, Donna Damison, Kim Kolter and Mark Trimble.

This store's philosophy adheres to putting the customer first, showing that extra friendly effort and making time when they don't have any to spare. Pleasing the customer is what K mart is all about to these people. When the customer might be a little annoyed for some reason, a smile could ease the situation until the problem is solved. Saying TYFSOK at the checkout, greeting each customer by name at the service desk or just showing a customer where something is keeps them coming back.

To find out how the employees really feel about the customers manager Mr. Horton posed that question to employees at a recent morning meeting. Paper was passed out and the question was "What do customers mean to you?" Employees were not required to sign their names.

Answers varied but most were sincere and thoughtful. Here are some of the responses.

"Customers mean a lot to me because I have a house payment, I am sending the kids to school and through college."

"Our customers are the real reason we have our jobs but they have become friends even if only on a first name basis. To many, we may be the only friendly face they see that day and it's a chance to let the elderly know that there are people still concerned."

"I love to wait on people, I just love people."

"I treat customers like I want to be treated when I go into a store and become a customer. I find all people are nice if you treat them that way."

When the customer comes through the front door, the employees feel that they are there to help in any way possible. One person quoted the monthly posters by saying that "Every customer contact is a first class encounter. Satisfied customers spread the word that K mart cares!"

I regret the delay in mailing this, but I have been ill and have had a great many responsibilities.

A number of weeks ago I was shopping in your new Philadelphia (Ohio, 3500) store. My son and I ate at the store

cafeteria, where I left a "travelers check" wallet with our grocery money on the seat. In the wallet was \$30-\$40 cash and no identification.

Your clerk from the deli department, Pat Turner, found it and refused even a heart-felt offered reward a few minutes later.

With honest, observant, compassionate employees like Ms. Turner, no wonder K mart is so successful.

Sincerely, Jennifer Mann

I wish to call attention to two exceptional employees at the Donelson Pike store in Nashville, Tennessee (3084).

Diane Peterson is always smiling and not only tells customers where items are but shows them. Also, she checks the stockroom for items and mostly not in the department where she is working. She really knows the stock and location of things.

Also Sandy Jordan is one who is always pleasant and very helpful to customers.

It is so unusual in this day and time to find people like this to assist people. I feel you should know of them.

Sincerely, Frank J. Hadley

I am writing in regards to one of your managers, Mr. I.C. Story, of your K mart store in Florence, South Carolina (4317).

On December 3, 1983, I went to get a Panasonic stereo system (display item) that had been on lay-a-way. Upon receiving this item, a sales clerk assured me that all parts and supplies were enclosed in the two boxes, therefore, I didn't take the time to check the boxes until I got home. When I took the stereo system out of the boxes, I found to my surprise that there was no spindle, no 45 disc, and no instruction manual. Therefore, I immediately called the store and asked for the manager.

I explained the situation to Mr. Story and stated that I lived 35 miles (one-way) from Florence and was very disturbed to find the items missing. He took the time to explain why some of the parts were missing due to the fact that it was a display item. He did not try to make excuses why the sales clerk did not check the boxes. He should be commended for his tact and diplomacy in dealing with customers. He stated that he would be responsible for getting the missing items mailed to me. Mr. Story called me at my home after our discussion to ask if it had a needle, which when I checked it, it did not.

Mr. Story has mailed all the parts to me and I certainly appreciate his quick response and action.

A person, such as Mr. Story, makes shopping a pleasure and not a burden, since he wants you satisfied with the

products and does everything he can to see that it is accomplished. With personnel like Mr. Story, K mart can only have a successful and profitable business.

Again, I would like to say that you are very fortunate to have Mr. Story as manager of your store in Florence, and I will be a walking testimony for his sincere concern for K mart customers. With kindest regards, Mrs. Helen H. Smith

I am a real estate broker at Vista Royale in Vero Beach. Ours is a condominium community with 2,200 individually owned condominiums built and sold by our company.

My responsibility is managing, renting and resales. I have been a loyal customer of K mart since they opened in Vero Beach (Florida, 7294). My reason for writing is to compliment your Service Department and Gary Liebling particularly. We had a very difficult problem with a Sharp television set which had to be repaired five times for the same malfunction within the first six months of its purchase from K mart. I was representing the owner, my client. We had problems with the repair company and also with Sharp. These problems and the final solution covered six months. During this, Mr. Liebling was most supportive and helpful and shared my concern and obligation. Finally K mart replaced the television set at no cost to my client. I feel this was equitable under the circumstances and having spent 30 years in retailing can appreciate service problems. I will continue to recommend and shop at K mart because of their fair and honest service program. Respectfully, Robert J. Grossman

I am writing to inform you of the very alert security people working in the North Canton, Ohio store (3243).

I recently was shopping in this store and before leaving I was notified by the security people that I was being followed by two people, and should not leave the store as these two people were now in the parking lot watching my vehicle. There were security people in the parking lot who were watching what was going on. The North Canton police were notified and arrived, at which time the two people immediately left the parking lot. I told the security people I had just come from the bank. I had a large sum of money (cash) on me plus my saving account book. Had your people not been doing their jobs, I would have been an easy target. I am so thankful I stopped at the K mart store instead of having gone directly home as I would not have had the protection.

I wanted to write you and let you know your employees in the North Canton store are doing a fantastic job serving the community and should be recognized.

Thank you, Mrs. Robert Humbert

This letter was intended to be a "gripe" letter, but due to the outstanding job done by one of your assistant store managers, Michael Hatcher, it has been turned into one of accolade.

Several months ago your firm rads for Casio sports watches but none of the Lafayette stores had them in stock. We were given rain checks for two watches but then heard no more.

Your Christmas flyer again advertised the watches and again, none of the Lafayette stores had them in stock.

I asked to see the manager as I felt it was a little out of line to keep advertising items which you do not have. He was most courteous and assured me that he would do everything possible to see that I got a watch. I wanted the watch as my daughter wanted to give it to her brother for Christmas.

Within two hours, Mr. Hatcher (Lafayette, LA, 7448) called me back to let me know that he had located a watch. I took the call at the counter of my business in front of several customers and let them know of his outstanding service.

In this day of so many having an attitude of "who cares," it is so pleasant to meet a young man who cares about doing such a good job.

Mr. Hatcher is to be commended and you are to be commended for hiring such outstanding personnel. Yours truly, C. W. Nolan

